

Cont
A1
electronically delivering the targeted advertisement to the consumer at the first computer in response to receiving the first identifier from the first computer, wherein said offline purchase was not transacted with the first computer.

A2
3. (Amended) A method for delivering a targeted advertisement, comprising: generating a first identifier corresponding to a first computer and associated with an observed offline purchase history of a consumer, said purchase history including information of an offline purchase of a consumer collected when the offline purchase transpired; receiving from the first computer the first identifier; and electronically delivering the targeted advertisement to the consumer at the first computer in response to receiving the first identifier from the first computer, wherein said offline purchase was not transacted with the first computer.

A3
15. (Amended) A computer readable medium containing program instructions for execution on a computer system, which when executed by a computer, cause the computer system to perform method steps for delivering a targeted advertisement, said method comprising:

receiving from a first computer a first identifier identifying the first computer and associated with an observed offline purchase history of a consumer, said purchase history including information of an offline purchase collected at a point of sale when the purchase transpired; and electronically delivering the targeted advertisement to the consumer at the first computer in response to receiving the first identifier from the first computer, wherein said offline purchase was not transacted with the first computer.

17. (Amended) A computer readable medium containing program instructions for execution on a computer system, which when executed by a computer, cause the computer system to perform method steps for delivering a targeted advertisement, said method comprising:

A 4
generating a first identifier corresponding to a first computer and associated with an observed offline purchase history of a consumer, said purchase history including information of an offline purchase of a consumer collected when the offline purchase transpired; receiving from the first computer the first identifier; and electronically delivering the targeted advertisement to the consumer at the first computer in response to receiving the first identifier from the first computer, wherein said offline purchase was not transacted with the first computer.

29. (Amended) A system for delivering a targeted advertisement, comprising:

A 5
means for receiving from a first computer a first identifier identifying the first computer and associated with an observed offline purchase history of a consumer, said purchase history including information of an offline purchase of the consumer collected at a point of sale when the purchase transpired; and means for electronically delivering the targeted advertisement to the consumer at the first computer in response to receiving the first identifier from the first computer, wherein said offline purchase was not transacted with the first computer.

31. (Amended) A system for delivering a targeted advertisement, comprising:

A 6
means for generating a first identifier corresponding to a first computer and associated with an observed offline purchase history of a consumer, said purchase history including

information of an offline purchase of a consumer collected when the offline purchase transpired;

means for receiving from the first computer the first identifier; and

means for electronically delivering the targeted advertisement to the consumer at the first computer in response to receiving the first identifier from the first computer,

wherein said offline purchase was not transacted with the first computer.

Please add new Claims 43 and 44 as shown below.

43. (New) The method of claim 1, wherein the delivering step comprises:

electronically delivering the targeted advertisement to the consumer at the first computer over the Internet.

44. (New) The method of claim 1, further comprising:

displaying the targeted advertisement on the first computer.

REMARKS

Favorable reconsideration of this application, as presently amended and in light of the following discussion, is respectfully requested.

Claims 1-9, 15-23, 29-37, 43, and 44 are presently active. Claims 10-14, 24-28, and 38-42 have been cancelled without prejudice; Claims 1, 3, 15, 17, 29, and 31 have been amended; and Claims 43 and 44 have been added by the present amendment. The changes to the claims are supported by the originally filed specification and do not add new matter.

In the outstanding Office Action, Claims 10-14, 24-28, and 38-42 were rejected under 35 U.S.C. § 101 as being directed to the same invention as claimed in U.S. Patent No. 6,298,330 to Gardenswartz et al. (hereinafter “the ‘330 patent”). In addition, Claims 1-4, 15-